


DUPLICATE YOURSELF!
How to Reach 100,000+ People
by Going Virtual with Your Demos



N
EXTENSION

RUTGERS
New Jersey Agricultural
Experiment Station

Participant Objectives:

- Understand the direct connection between cooking skills and ability to follow dietary guidelines.
- Be able to identify three methods of demonstrations other than face-to-face (videos, online newsletter, etc.) that can potentially be used when presenting cooking techniques to consumers/community.
- Observe and identify the differences that graphic design make in a recipe's perceived appeal.

Your Presenters ...



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Coming to you virtually...



Jesse Sharrard, BA, AST

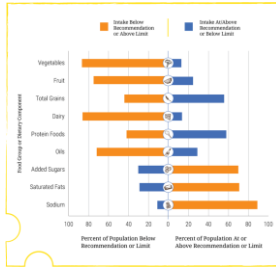
Greater Pittsburgh
Community Food Bank

jsharrard@pittsburghfoodbank.org

**Why try to
reach more
people with
how-to cooking
information?**

**Examples of
why helping
more people
learn to improve
cooking skills
can improve
health**

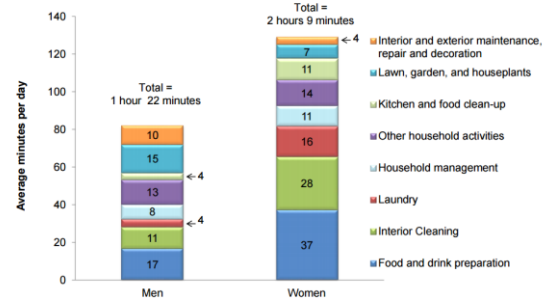
Current Eating Patterns in the United States Percent of the U.S. Population Ages 1 Year and Older Who are Below, At, or Above Each Dietary Goal or Limit (Figure 2-1)



Note: The center (0) line is the goal or limit. For most, those represented by the orange sections of the bars, shifting toward the center line will improve their eating pattern.

Data Source: What We Eat in America, NHANES 2007-2010 for average intakes by age and sex group; Healthy U.S.-Style Food Patterns, which vary based on age, sex, and activity level for recommended intakes and limits.

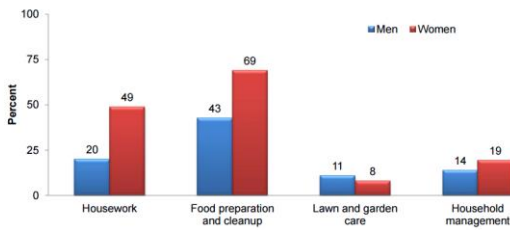
Average minutes per day men and women spent in household activities



NOTE: Data include all noninstitutional persons age 15 and over. Data include all days of the week and are annual averages for 2014. Travel related to these activities is not included in these estimates.

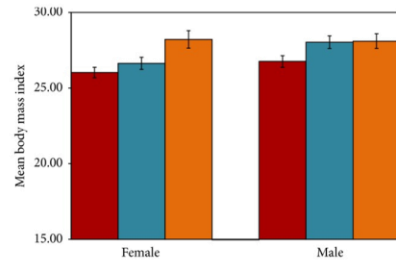
SOURCE: Bureau of Labor Statistics, American Time Use Survey

Percent of population who did household activities on an average day



NOTE: Data include all noninstitutionalized persons age 15 and over. Data include all days of the week and are annual averages for 2014. Travel related to these activities is not included in these estimates.

SOURCE: Bureau of Labor Statistics, American Time Use Survey



Consumption Frequency of Foods Away From Home Linked with Higher Body Mass Index and Lower Fruit and Vegetable Intake among Adults: A Cross-Sectional Study
Journal of Environmental and Public Health 2016(6):1-12 - January 2016. (This is an open access article distributed under the Creative Commons Attribution License, which permits unrestricted use, distribution, and reproduction in any medium, provided the original work is properly cited.)

“... having someone in the household cook dinner more frequently is associated with lower consumption of total kilojoules, carbohydrates, fat, sugar and fast food.”

Is cooking at home associated with better diet quality or weight-loss intention? Julia A Wolfson and Sara N Bleich, Department of Health Policy and Management, Bloomberg School of Public Health, Johns Hopkins University, November 2014

Reasons people don't cook



“In five years, your doctor might prescribe you a cooking class, and healthcare companies will pay for that.”

- Leah Sarris, chef and program director of The Goldring Center for Culinary Medicine at Tulane University, where medical students are learning to cook



Part 1: Newsletters, Blogs, Self-paced Slides, Fact Sheets

Email Newsletter

- 7,000+ subscribers
- Benefits
 - Permission-based
 - Easily shared
 - Direct delivery to an inbox
 - No app necessary
 - Potential for ongoing readership
- MailChimp.com is FREE for up to 2,000 subscribers; non-profit rates available



Newsletter takes to website

Cook It Quick Newsletter May-June 2016



Cook It Quick's Goal

Our goal is to make you **Ready for Healthy** by offering tips and delicious, quick-to-prepare, inexpensive recipes.

Preparing these recipes and using the tips will help you increase consumption of fruits and vegetables, which are good for your health. As the saying goes, you will eat what you see. So, we will feature recipes, food facts, and videos. Food safety tips are included.

Find free or low-cost Cook It Quick material when an article is written entirely by me for your own article, blog, handbook, etc. An example article is *Asstained by or Adapted from Alice Remington, MS, RD, University of Nebraska-Lincoln Extension, Cook It Quick web material*.

More ways to connect:




- [Cook It Quick Blog](#)
- [Facebook Page on Facebook](#)
- [Twitter on Twitter](#)
- [LinkedIn on LinkedIn](#)
- [Pinterest on Pinterest](#)
- [YouTube on YouTube](#)
- [Email on Email](#)
- [Alice Remington, MS, RD, Extension Educator](#)



12 recipes & tips monthly

<p>Recipe</p> <p>Seasoned Bread-Crumb Casserole-Eggs</p> 	<p>Recipe</p> <p>Mashed Cauliflower</p> 	<p>Recipe</p> <p>Radish Mousse</p> 
<p>Recipe</p> <p>Mango Tango Black Bean Salsa</p> 	<p>Recipe</p> <p>Kale Banana Smoothie</p> 	<p>Food Tip</p> <p>Simple Tips for Cutting a Mango</p> 
<p>Recipe</p> <p>Taco Microwave Potato Chunks</p> 	<p>Recipe</p> <p>Crumby Whole Grain Granola</p> 	<p>Food Safety</p> <p>Raw Donkey's Beer Donut and Candy Make You Sick (Source: U.S. Food and Drug Administration)</p> 

Sample recipes with simple directions, photos and tips

<p>Baked Kale Chips</p> <p>NetSciko EXTENSION</p> <p>Know how. Know why.</p>  <p>Ingredients:</p> <ul style="list-style-type: none"> • 1 bunch kale • 2 tablespoons olive oil (approximate) <p>Directions:</p> <ol style="list-style-type: none"> 1. Wash kale. Cut off stems. Lightly toss with olive oil and salt. 2. Heat oven to 375 degrees. Lay kale leaves out on a baking sheet. Bake for 15-20 minutes. Turn over and bake for another 15-20 minutes. 3. Cool and season. Sprinkle with sea salt and other seasonings of choice. 4. Store in airtight container. Use within 3-4 days. <p>Food Tip: Simple Tips for Cutting a Mango</p> 	<p>Banana Kale Smoothie</p> <p>NetSciko EXTENSION</p> <p>Know how. Know why.</p>  <p>Ingredients:</p> <ul style="list-style-type: none"> • 1 cup kale • 1 cup banana • 1 cup milk • 1 cup yogurt • 1 cup honey • 1 cup lemon juice <p>Directions:</p> <ol style="list-style-type: none"> 1. Add all ingredients to blender. 2. Blend for 1-2 minutes. 3. Pour into a glass. 4. Enjoy! <p>Notes:</p> <ol style="list-style-type: none"> 1. Use frozen banana. This makes a smoother smoothie. 2. Use frozen kale. This makes a smoother smoothie.
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Do people try online recipes?

Cook It Quick Newsletter March-April 2016



Making you hungry for healthy food!

Recipes: [Vitamin A-rich](#) | [Indulgent in Brazil](#) | [Brazilian](#) | [Non-Dairy](#) | [Desserts](#)

Cook It Quick's Goal

Our goal is to make you "hangry for healthy food" by offering tips and delicious, quick-to-prepare, inspiration recipes.

Preparing these recipes and using the tips will help you consume more vegetables, fruits and whole grains, which are good for your health. They will also reduce calories, sodium, and fat. (Our other tips are included.)

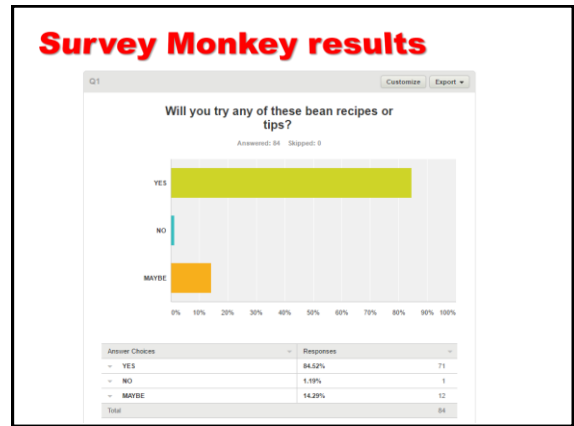
Plus, there is something that is quick, nutritious, and an article in our newsletter that you can use in your own kitchen. (We'll be sure to include it in a future newsletter.)

How we do it:

- Quickly update blog
- Related designs to Pinterest
- Generate an e-newsletter (Email Address, Name, Email, Username, Password)

How do you feel about these bean recipes?

YES	71
NO	1
MAYBE	12
Total	84



Qualtrics survey with incentive

Table 1. Changes Made or Cooking Practices Reinforced Based on What Participants Learned From Cook It Quick (n = 1,004)

Cooking Practice	Responses, n	%
Gained ideas for preparing foods faster and/or easier	834	83
Improved cooking practices	427	43
Used healthier fats in recipes (more oils and less hard fats)	414	41
Handled foods more safely	371	37
Included a greater variety of foods in the meals I prepare	370	37
Reduced sodium in recipes	340	34
Used and/or offer smaller portions of food	320	32
Cooked more food at home for myself and/or my family	305	30
Used more whole wheat flour in recipes	266	26
Saved money	119	12
Additional items not mentioned above	75	7

Note: Participants could select more than 1 option.


More information in JNEB article

GEM No. 532

Changing Behavior Through an E-mail Newsletter

Abstract: This study examined the impact of an e-mail newsletter on behavior change. The newsletter provided recipes, tips, and information about healthy eating. The study found that participants who received the newsletter were more likely to use healthier fats, handle foods more safely, and include a greater variety of foods in their meals. The newsletter also led to a decrease in sodium intake and an increase in whole wheat flour use. The study was conducted over a 12-week period and involved 1,004 participants. The newsletter was sent out twice a week and included a variety of content, including recipes, tips, and information about healthy eating. The study found that the newsletter was effective in leading to behavior change in several areas, including the use of healthier fats, handling foods more safely, and including a greater variety of foods in meals. The newsletter also led to a decrease in sodium intake and an increase in whole wheat flour use. The study was conducted over a 12-week period and involved 1,004 participants. The newsletter was sent out twice a week and included a variety of content, including recipes, tips, and information about healthy eating.

Slideshare.com



- 350 attended onsite
- 16,176 viewed online
- Downloaded 49 times
- Can embed on other sites
- Sharing potential through other social media
- Connected with LinkedIn and part of your online presence
- FREE

Sample slide


- Can refer back to a website for a handout
- Easy to re-upload updated copy of materials
- Gives analytics of views
- People can see procedures up close and proceed at their own pace

Download a copy of a handout (including slow cooker recipes!) that goes with this presentation


www.ag.ndsu.edu/pubs/vff/foods/fm1511.pdf

Written commentary in the slides and ADA compliance


Cut meat into uniform pieces to ensure thorough cooking




Fill slow cooker no less than 1/2 full and no more than 2/3 full



Avoid curdling by adding milk, cheese and cream one hour before serving




Reheat leftovers on the stove or in the microwave or oven until the internal temperature reaches 165 °F



Slow cooker meals survey

- SurveyMonkey
- 484 responses




Practice	Percentage
Benefits of using a slow cooker	~85%
How to use a slow cooker	~75%
Handling slow cooker	~70%
How to convert recipes for	~65%
Did not learn anything new	~10%

Blog

- Catch attention with top photo
- How to photos
- More personal than newsletter that comes from website
- FREE blogs available (may contain some advertising)

Cabbage, Tomato and Corn Salad
Posted on July 10, 2016 | Leave a comment | Edit



Cabbage, Tomato and Corn Salad is a recipe inspiration that came to me when I looked at the foods in this week's Community-Supported Agriculture (CSA) box from my farmer, Pezarek's Produce that included these foods. Though this recipe makes 4 side-salad servings, my husband and I liked it so well, we ate the whole thing for lunch.

Helpful to have printable recipe

- Servings
- Ingredients
- Directions
- Tips
- Source / credit line

CABBAGE, CORN AND TOMATO SALAD
Servings: approximately 4 1/2-cup servings Difficulty: easy

I like to boil an extra ear of corn on the cob one day and save it for making this recipe the next day. I created this salad recipe as a quick way of serving fresh corn and to use up some of my cabbage and a tomato while they were still fresh and delicious.

Ingredients

Salad

- 1 ear of corn, shucked
- 1 large tomato, cut into bite-size chunks
- 2 cups of shredded cabbage

Dressing

- 2 tablespoons canola oil or other mild-flavored vegetable oil
- 2 tablespoons apple cider vinegar
- 1 tablespoon sugar
- 1 to 2 teaspoons finely chopped sweet onion
- Salt and pepper to taste

Directions

1. Boil an extra ear of corn by your favorite method when you're

Sample printable copy

- Try to keep to 1 page
- Helpful tips
 - Substitutions
 - Storage
 - How to handle perishable ingredients not used up
- Give source for finding more

Cabbage, Corn and Tomato Salad

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- 2 tablespoons canola oil or other mild-flavored vegetable oil
- 2 tablespoons apple cider vinegar
- 1 tablespoon sugar
- 1 to 2 teaspoons finely chopped sweet onion
- Salt and pepper to taste

Directions

1. Boil an extra ear of corn by your favorite method when you're preparing corn on the cob. (See below for directions for making corn on the cob at <http://www.vegetablemagazine.com>.)
2. When the corn is still warm, shuck it. (See <http://www.vegetablemagazine.com> for more on how to shuck corn.)
3. Boil the rest of the corn on the cob in the same pot of water as the corn you just shucked. When the corn is done, shuck it and save it for another day.
4. In a large bowl, combine the corn, tomato, and cabbage. Toss together with the dressing.
5. Refrigerate for at least 1 hour before serving.
6. Enjoy!


Author's Tip


- The www.vegetablemagazine.com website offers many ideas for preparing corn on the cob. See the author's tip for more.
- When corn is still warm, shuck it. (See <http://www.vegetablemagazine.com> for more on how to shuck corn.)
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Source

Recipe created by Alice Henneman, MS, RD, University of Nebraska-Lincoln Extension Educator. For more recipes and tips for diet, health and disease, visit www.vegetablemagazine.com.

Google forms – FREE way to collect data





Response	Percentage
Yes	84.6%
No	15.4%

**"Build it and they will come"
only works in movies**



**Canva.com and help size
images for social media**



**Tips for taking food photos
with a phone or basic point &
shoot camera**



Natural light if possible



Try a close up



3 more interest vs. 2 or 4



Spoon out a portion



Garnish: herbs, cheese, etc.



Take lots of photos & different angles



Find interesting backgrounds



Crop (example of FREE Picmonkey.com shape)



Top view or a portion? You decide...

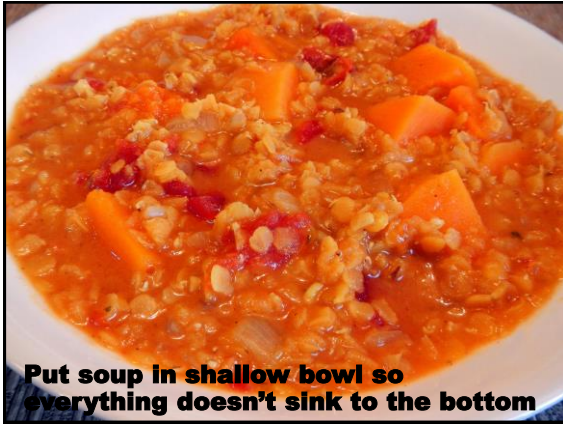


Photo editing (phone)

iTunes only: get pro version

The image shows three mobile app interfaces. On the left is the Camera+ app with a 'Pro' badge. In the middle is the Clarity app showing a landscape photo with a rainbow overlay. On the right is the Snapseed app showing a photo of a person with a play button overlay.

Photo editing (Computer - FREE)

The image shows the PicMonkey website interface. It features the PicMonkey logo, navigation icons for 'Edit', 'Touch Up', 'Design', and 'Collage', and user account options. The main content area has a photo of a smiling man and the text: 'The photo editor that powers up your pics. Don't wait to be great: PicMonkey's got your back with premium tools and filters that'll make your photos glorious.' There is an 'Edit a pic' button.

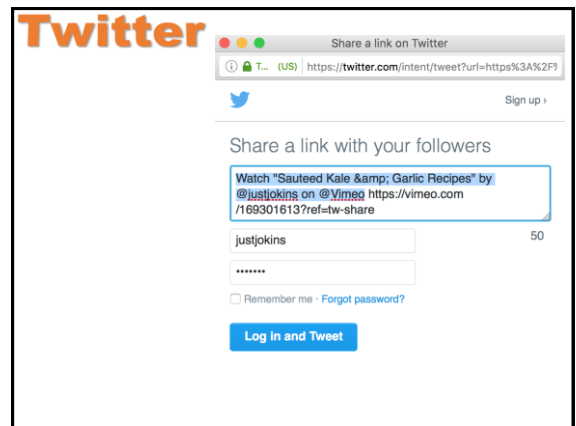
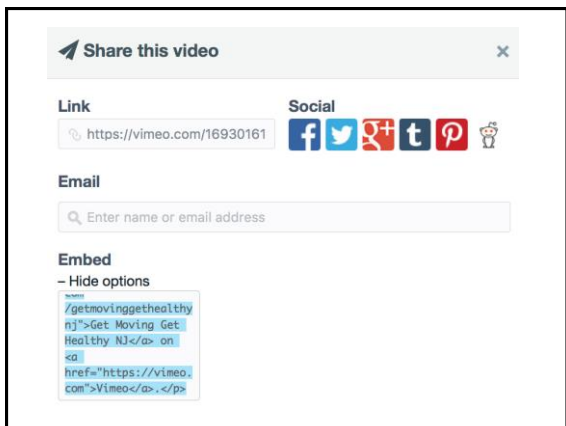
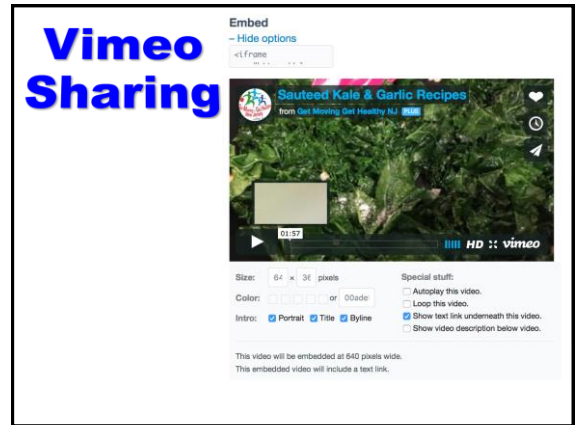
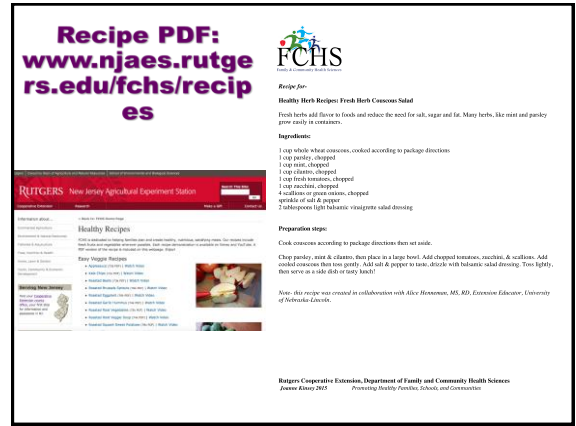
Part 2: Videos

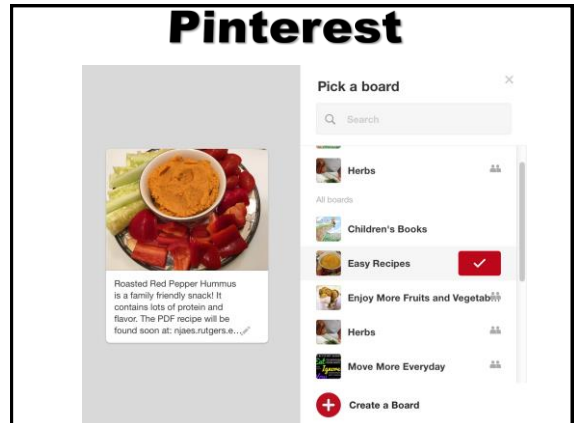
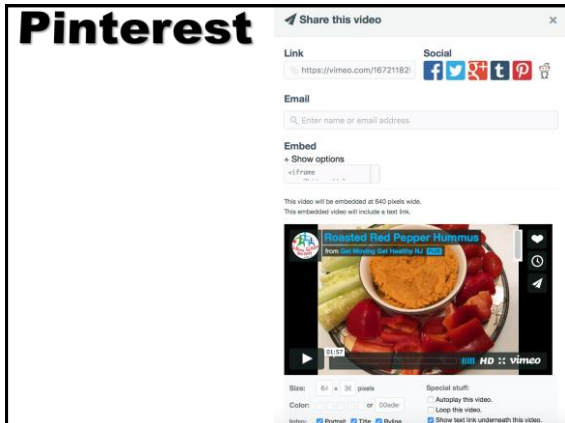
Inspiration

The image shows a solid, light-colored background with a fine, vertical ribbed texture.

Start with clear photos!

The image is a collage of four photos of fresh ingredients: green onions (one whole stalk and one chopped), a bowl of small round potatoes, a pile of chopped red tomatoes, and a bunch of fresh spinach leaves.





Share this video

Facebook

Link: <https://vimeo.com/16349102>

Social: [f](#) [t](#) [+](#) [t](#) [p](#)

Email: Enter name or email address

Embed: + Show options

This video will be embedded at 640 pixels wide. This embedded video will include a text link and description.

Roasted Red Beet Hummus
from Get Moving Get Healthy NJ

Size: 64 x 34 pixels Special stuff:

Share on Facebook

Post to Facebook

https://www.facebook.com/dialog/share?app_id=19884028963&display=popup&href=https://vimeo.com/16349102

Share on Facebook

Share on your own Timeline

Joanne Kinsey

Red beets are in season now! Try this family-friendly recipe.

Roasted Red Beet Hummus
VIMEO.COM | BY GETMOVINGGETHEALTHY.NJ

Friends Cancel Post to Facebook

Tumblr Sharing

vimeo

Sugar Snap Peas: Three Recipes

See all video stats

Tumblr Sharing

Share this video

Link: <https://vimeo.com/16683804>

Social: [f](#) [t](#) [+](#) [t](#) [p](#)

Email: Enter name or email address

Embed: + Show options

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Sugar Snap Peas: Three Recipes
from Get Moving Get Healthy NJ

Size: 64 x 34 pixels Special stuff:

Tumblr Sharing

Post to Tumblr

<https://www.tumblr.com/widgets/share/tool?shareSource=legacy&canonicalUrl=&url=https://vimeo.com/16683804>

fchseasyrecipes

Sugar Snap Peas: Three Recipes

These recipes are so simple you won't believe it...and nutritious too!!

#Vimeo #food #nutrition #recipe #peas #healthy #familymeals #easy #peas #sugarsnappeas #hummus #gigli #salad #snack

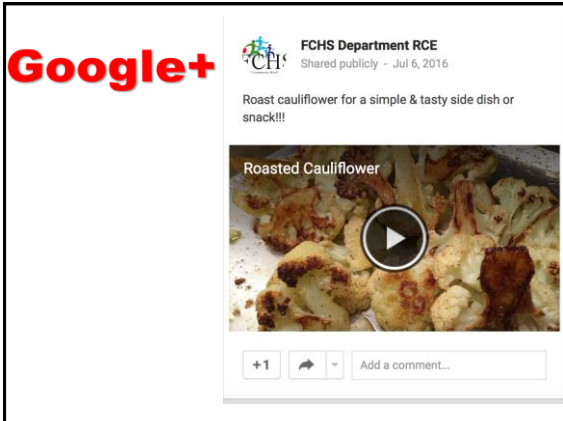
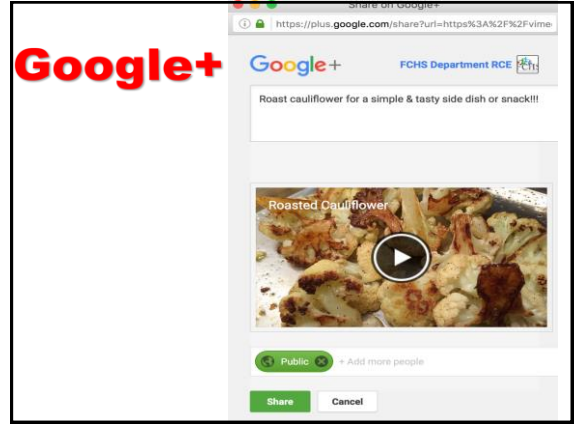
Close Post

Tumblr Sharing

fchseasyrecipes

FCHS Easy Recipes

Sugar Snap Peas: Three Recipes



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